

## WHAT IS CLAIMED IS:

1. A remoistenable adhesive system which comprises a colloid dispersion mixture obtained by copolymerizing at least one water-soluble monomer with at least one water-insoluble comonomer in the presence of a micelle-forming emulsifier, and wherein the proportion of said at least one water-soluble monomer in the colloid dispersion mixture is from 70 to 95% by weight.
2. The remoistenable adhesive system as claimed in claim 1, wherein the proportion of the colloid dispersion mixture in the adhesive system is from 5 to 100%.
3. The remoistenable adhesive system as claimed in claim 1 ~~or 2~~, which further comprises polymer dispersions of different monomer compositions, polyvinyl alcohol, and/or starch.
4. The remoistenable adhesive system as claimed in ~~at least one of~~ claims 1 to 3, wherein said water-soluble monomer is N-methyl-N-vinylacetamide, N-vinyl-2-pyrrolidone or N-vinylformamide.
5. The remoistenable adhesive system as claimed in ~~at least one of~~ claims 1 to 4, wherein said water-insoluble comonomer is an unsubstituted or alpha-substituted ester of acrylic acid or an ester of maleic acid.
6. The remoistenable adhesive system as claimed in claims 4 and 5, wherein said water-soluble monomer is N-vinyl-2-pyrrolidone and said water-insoluble monomer is an alkyl ester of acrylic or methacrylic acid.

7. The remoistenable adhesive system as claimed in claim 5 or 6, wherein said water-insoluble monomer is butyl or ethylhexyl acrylate or dioctyl maleate.

8. The remoistenable adhesive system as claimed in at least one of claims 1 to 7, wherein said emulsifier comprises nonionic emulsifiers or mixtures of ionic with nonionic emulsifiers.

9. The remoistenable adhesive system as claimed in at least one of claims 1 to 8, wherein said emulsifier comprises alkylaryl polyglycol ethers or alkyl polyglycol ethers each having from 3 to 50 mol of ethylene oxide units, block copolymers of ethylene oxide with propylene oxide, alkylsulfonates or alkylarylsulfonates, alkyl sulfates, alkyl and aryl ether sulfates and phosphates each having preferably 8 to 18 carbon atoms in the lipophilic portion and up to 50 ethylene oxide or propylene oxide units in the hydrophilic portion, and also monoesters or diesters of sulfosuccinic acid, or alkylphenols having in each case preferably 8 to 18 carbon atoms in the alkyl radical.

10. The remoistenable adhesive system as claimed in at least one of claims 1 to 9, wherein the copolymerization is conducted as a free-radical polymerization.

11. The remoistenable adhesive system as claimed in claim 10, wherein the copolymerization is conducted at from 60 to 90°C.

12. The use of a remoistenable adhesive system as claimed in claim 1 for postage stamps, rear-flap gums for envelopes, adhesive binders and adhesives for the flooring sector.